

WHAT UGD CAN OFFER

DESIGN

With over 30 years experience in designing publications, you can be assured we will deliver the perfect newsletter for your business, on time and on point.

PRINT

We offer a full print management service alongside our in-house digital print facilities, meaning we can handle any quantity, however large or small.

ONLINE PUBLICATIONS

Want to save costs on print? Want to help the environment? We can offer e-mail marketing services, securely managing your data with full performance reports, as well as online e-books hosted by us or embedded on your website.

DISTRIBUTION

We can handle your fulfillment needs by working closely with our trusted mailing house partners.

PICK 'N' MIX

We can offer all of the above as single options, a mix of a few or the whole package. We tailor our services to each client.

Contact UGD now to discuss your publication needs.
01656 660877
studio@unitedgraphicdesign.com

DO YOU KNOW YOUR TYPE?

Here at UGD Towers we love typography more than we love our Mum. But how well do you know your type? Below are some everyday fonts that you should recognise.

Simply tell us the name of the fonts below and you could win 20% off the design and print of your new newsletter!

- A** this funny face is child's play!
- B** this font always gets a good reception.
- C** This is a very serious newspaper typeface.
- D** *This font was a real winner in 2012*

Send us your answers on e-mail or tweet us:

studio@unitedgraphicdesign.com

@WEAREUGD

Good luck! We'll pick a winner at random and get cracking on your new publication.



UNITED
GRAPHIC
DESIGN

ON POINT

ON PAPER ON SCREEN  

tell everyone
how great
you are!



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These days it seems everything related to marketing your business or organisation is geared towards social media such as Facebook, Twitter and LinkedIn. Although these forms of reaching your lovely audience are a lot of fun, and in some cases can be very successful, don't overlook traditional methods or tools.

A **Newsletter** has always been a key tool for an organisation or business to keep your audience aware of current news, upcoming events and helpful hints and tips that can benefit them.

Don't be afraid to blow your own trumpet and tell everyone how great you are!

An important reminder of your greatness on paper OR on screen

Newsletters are also a great way to remind your audience of the services that you offer and can be used to give recommendations / testimonials from others or just to talk about your services or expertise and how well you deliver.

Use your publication as a loud call to action and use it to direct your clients to your website, social media or even just as a prompt to give you a bell at the office.

Large businesses and organisations use a regular newsletter as a vital marketing and information tool and it features as a key element to their marketing mix.

E-mail and E-books

A regular document, whether it's mailed on a monthly, weekly or quarterly basis can be combined with a marketing campaign or can be used as part of customer evaluation programme or use it to promote a current offer in a form of a voucher/coupon.

Having designed your newsletter we can easily convert it to an online e-book so all you need to do is send your audience a link. It couldn't be simpler!

Combine and link with your social media presence with an electronic version of your newsletter, which can also be used as part of a e-mail campaign saving on cost and on the environment by not printing.

Don't forget to add your publication as a free download on your site and make it a regular thing to keep people coming back, monthly, quarterly or yearly.

Small budgets require clever thinking to deliver information to a large audience at a reduced cost.

E-mail newsletters or e-books are a cost effective way to produce content, saving on printing, posting and manpower costs.



some newsletter case studies...

monthly or quarterly - keep them informed!

You can put your document together yourself in Microsoft Word or Publisher, but ask yourself the question, does this newsletter represent my organisation in a truly professional manner?

Remember, your newsletter is the voice of the organisation and needs to reflect your content in a creative and interesting way as well as being clear, concise and eye-catching.

If you have spent valuable time gathering information and putting content together why go and ruin it all with poor design!

At UGD we can proudly claim to be newsletter specialists both on paper and on screen!

Having worked with clients from the public and private sector we pride ourselves on the varied number of publications we produce. We are also proud to produce the Business @ Bridgend publication for the BCBC economic development unit.



The Grand Pavilion Porthcawl
guide to upcoming events - quarterly booklet goes to homes in Bridgend and the surrounding areas.



Valleys to Coast Housing
Voice of Change newsletter goes out quarterly to 6000 tenants homes.



Cardiff Third Sector Council
quarterly tabloid size bi-lingual newspaper goes to 1000 organisations in the Cardiff area.



The Bridgend COASTAL Project **Pathways** seasonal newsletter